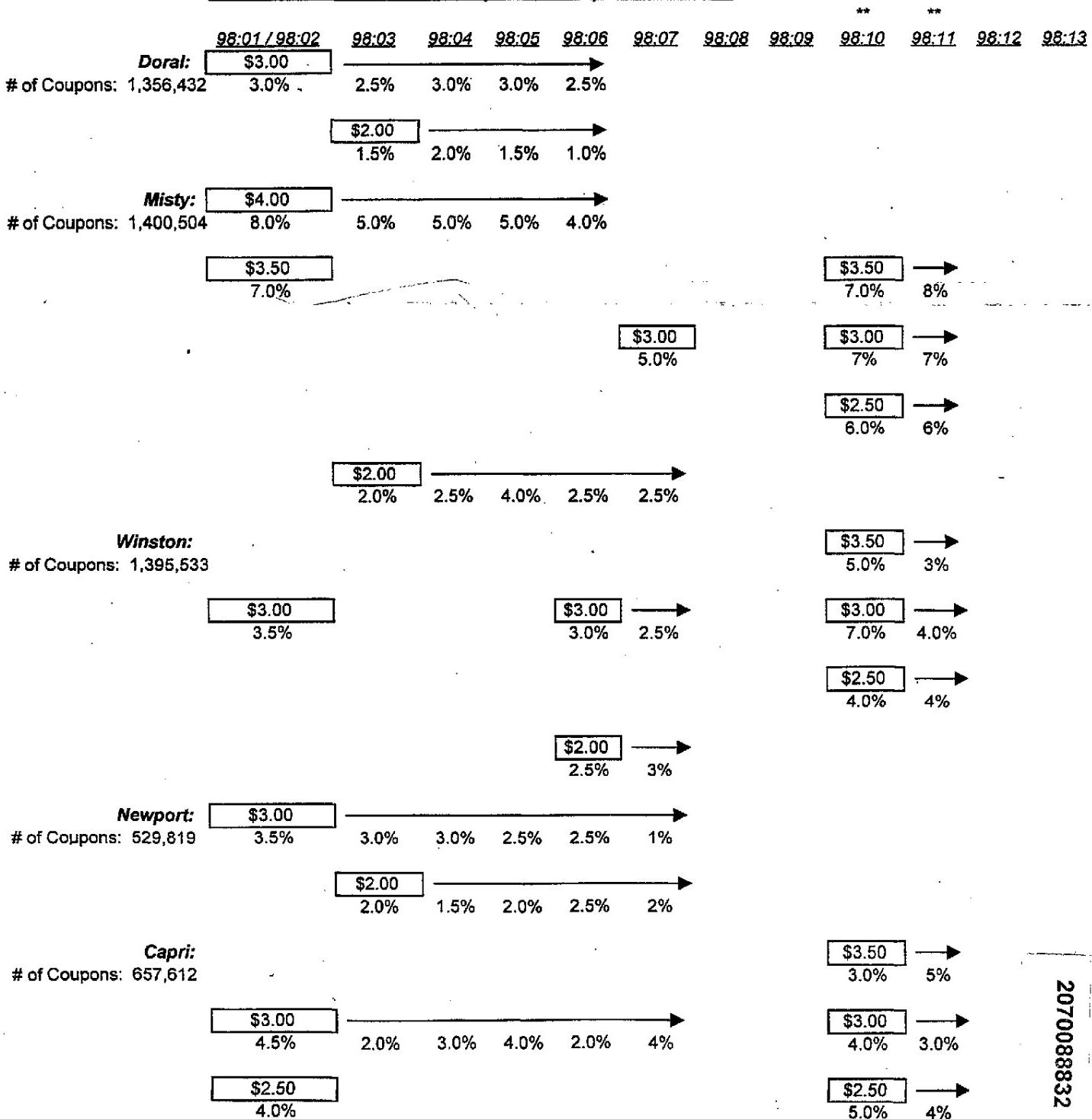
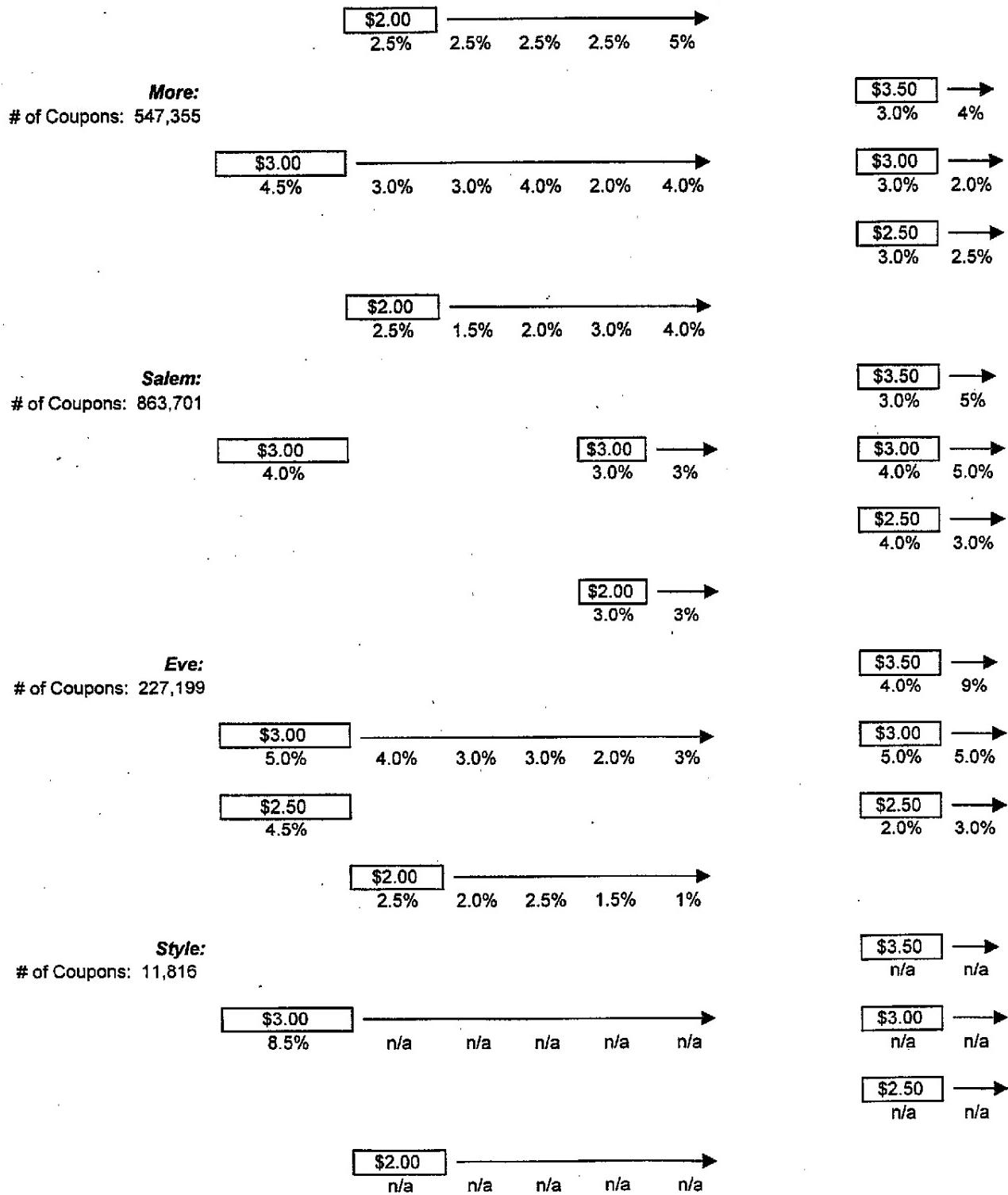


Virginia Slims**Trigger Incentive/Redemption Projections**

Final Projected Redemption Results - 98:01 - 98:11 (12/29/97 - 11/1/98)

Offensive Cartons**Offensive Brands Listed Based upon # of Coupons Distributed**

2070088832



** Please note: Cycle 98-10 and 98-11 did not run nationally. See attached for market/value breakout

2070088833